

Male Grooming Products:

Global Market Brief

3rd Edition

To Be Published 4th Quarter 2012

Base Year: 2012

Regional Coverage

Asia

Europe

United States

A robust analysis of the global male grooming market focusing on key trends, developments, and business opportunities, and addressing such issues as:

- How big is the global male grooming market?
- What are the key trends prompting growth in the male grooming market?
- What are the fastest growing male grooming brands, and why?
- Who are the market leaders?
- Which regions are growing the fastest?
- What are the opportunities in this market?

Featuring a bonus consumer research section

Report Scope

Male Grooming Products: Global Market Brief provides subscribers with an analysis of industry trends and development, market size and growth, product trends, brand profiles, and competitive forces within the global male grooming market.

The categories covered are skin care products for men, shaving products (excluding razors and blades), hair care products, deodorants and antiperspirants, and personal cleansing products. The market is defined as brands targeted to men only.

The market for male grooming products is forecast to experience increases over the next five years, propelled by technological innovation, significant new product launches, high levels of consumer engagement, and growing interest among all ages of male consumers in the use of grooming products.

The analysis is global in nature and focuses most heavily on the major markets of the United States, the Asian countries of China and Japan, and the European countries of France, Germany, Italy, Spain, and the United Kingdom. There is some regional breakdowns and analysis, but this report will not contain in-depth details on each individual region or country.

The report provides subscribers with competitive intelligence on the key players in the men's grooming arena. The information and insights offered enables subscribers to exploit business opportunities by focusing on:

- Market size and growth
- Product trends and innovations
- Brand profiles, both established and niche brands
- Competitive landscape
- Future outlook

Charter subscribers have the opportunity to provide input in selecting the brands that will be profiled. Data for major brands is included, regardless of whether the brand is profiled.

Key Benefits

This report enables subscribers to exploit business opportunities by understanding market growth factors, the competitive landscape, and future trends.

This report assists subscribers by providing:

- An unbiased and broad examination of the global male grooming market
- Understanding of market size and growth of the male grooming market, and key differences between regions
- Consumer research on the usage of male grooming products across different demographic groups
- An examination of business opportunities for personal care marketers and retailers
- Identification of potential acquisition, merger candidates, and strategic alliances

Subscribers also receive one day of consultation with members of the research team. This time can be used for strategic planning assistance or to explore specific information on this topic that is not covered in this report.

Tentative Report Contents

1. INTRODUCTION

2. EXECUTIVE SUMMARY

- Key lessons learned
 - Market sales and growth breakdowns by region
- Trends
- Category sales
- Regional differences
- Competitive landscape
- Future outlook to 2017

3. COMPANY/BRAND PROFILES

Brief profiles for some key companies/brands that market male grooming products, as listed in Table 2. Information to be provided includes:

- Overview
- Manufacturers' sales and growth (2011 and 2012)
- Product offerings
- Regional strength
- Marketing and merchandising activities
- Distribution
- Outlook to 2017

4. CONSUMER RESEARCH

- Usage patterns
- Percentage of men who use specific male-targeted brands
- Opinions about men's grooming products
- Social media posts regarding the various segments and brands
- Segments of male grooming brand users

Table 1: Product Categories Examined in Chapter 3

- Deodorants and antiperspirants
- Hair care products (shampoos, conditioners, and styling products)
- Personal cleansing products (bar soaps and body washes)
- Shaving products (creams/gels)
- Skin care products (facial treatments, hand and body lotions, sun care products)

Table 2: Brands Profiled

- | | |
|-----------------------------------|--------------------------|
| 1. Anthony for Men | 11. Lancôme Men |
| 2. Axe/Lynx | 12. L'Occitane Cade |
| 3. Biotherm Homme | 13. L'Oréal Men's Expert |
| 4. Clarins Men | 14. Lab Series for Men |
| 5. Clinique Skin Supplies for Men | 15. Neutrogena for Men |
| 6. Fa Men | 16. Nivea for Men |
| 7. Garnier Men | 17. Old Spice |
| 8. Gillette | 18. Shiseido Men |
| 9. Jack Black | 19. Task Essential |
| 10. Kiehl's | 20. Vichy Homme |

NOTE: List subject to change based on charter subscriber input.

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Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

During the course of field research, Kline's professional staff of industry experts conduct in-depth discussions and personal interviews with a wide range of knowledgeable industry participants and opinion leaders, including male grooming product manufacturers and marketers, distributors and suppliers, key retailers, public relations executives, and other direct influencers on brand and supplier purchase decisions.

This approach has proved to be the most effective and reliable approach to obtaining accurate market data, capturing expert insights, and identifying business opportunities.

Primary research represents the bulk of our research efforts; however this analysis is supplemented by secondary research drawn from the review of product literature, recent trade and technical literature, online sources, and analysis of statistical data from government, industry, and trade associations and agencies.

The consumer research employs a survey tool, asking approximately 800 male consumers from around the world about usage of male grooming products and brand preferences. A balance of age groups and geographies will allow Kline to analyze the global market.

Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

Kline's research and consulting services extend across the entire energy industry value chain. Our solutions have helped clients develop better ways to create and profit from new business opportunities, respond to competitive and economic threats, improve productivity, achieve sustainable growth, and optimize performance. Kline provides clients with facts, forecasts, and recommendations based solidly on the realities of the market.

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

For more information about this study or Kline's other services, e-mail us at sales@klinegroup.com, visit our website at www.KlineGroup.com, or contact us at any of our regional offices listed below.

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- Natural Personal Care
- Beauty Marketing
- Professional Skin Care
- Salon Hair Care
- Personal Care: Competitor Cost Structures
- At-home Skin Care Devices